

ORDER FORM

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Pursuant to this Order Form, Customer is purchasing subscriptions to the Geofeedia Service identified below, subject to any specified usage parameters (e.g. number or types of users, number of locations, volume of data, etc.) and any professional services described herein. The term of this Order Form shall automatically renew for subsequent one-year terms unless either party provides notice to the other party at least forty-five days prior to the Contract End Date.

Order Information

Account Name: San Diego Police Department

Contract Start Date: _____

Prepared By: Andrew Kaye

Contract End Date: _____

Total Amount: [\$18,000.00]

Subscription Term, Billing & Payment Information

Company Name: San Diego Police Department

Billing Phone: _____

Billing Name: _____

Billing Fax: _____

Billing Email: _____

Billing Address: 1401 Broadway
San Diego, CA 92101

Payment Method: Invoice

PO Number: _____

Billing Terms: Invoices sent **Annually** **Customer Initials** _____

Invoices for Overage Fees, if any, sent monthly.

Payment Terms: Due Upon Receipt.

Customer: San Diego Police Department

Geofeedia, Inc.

Signature: _____

Signature: _____

Printed: _____

Printed: _____

Title: _____

Title: _____

Date: _____

Date: _____

Application Services Subscription*

The Application Services include the following:

Service Edition

Total Price

Standard Service Package

Customer orders the following Standard Service Package:

Geofeedia Professional Edition

\$ 18,000.00

Total Permitted Users: Thirty (30)

Standard Applications

- Real-Time Search
- Up to five (5) Real-Time Streams
- Administrator functions

Premium Applications

- Collections
- Alerts
- Influencers
- Mobile App

Other Included Features

- Shape File Support
- Language Translations
- Data Export
- Analytics
- Networks currently Included: Instagram, Twitter, Flickr, Picasa, YouTube, Facebook, Sina Weibo

Data Storage & Radius

- Maximum of 25 kilometers
- Unlimited Recording Locations, up to 250,000 posts per month

Training and Implementation

No charge

One-hour online training class (Included)

Geofeedia Video Training (Included)

Total Cost For One (1) Years

\$ 18,000.00

Order Comments

Note: Any other services not included hereunder and must be identified in a separate, executed Statement of Work.

For additional details regarding standard features and functionality of the Application Services, please visit:
<http://geofeedia.com/how-it-works>



City of San Diego
Information Technology Business Leadership Group
Business Case Concept

1. Title of Project

Geofeedia Social Media Monitoring

2. Date (MM/DD/YYYY)

08/19/2015

3. Tracking Number

4. Department

Police

6. Sponsor's Name & Title

Chris Haley, Program Manager

5. Division

Information Services

7. Required Start Date

09/01/2015

8. Required Completion Date

06/30/2016

9. Department No

1914

10. Fiscal Year

2016

☐ **11. Capital Improvement Project (CIP)?**

12. Mandate(s) ☐ Regulatory ☐ Compliance ☐ Federal Legislation ☐ State Legislation ☐ Local Legislation

13. Mandate Information:

14. Organizational Impact

Single Department

15. IT Category

Business Application

16. Business Need

The San Diego Police Department has used Open-Source Intelligence (OSINT), particularly from social media sources, in criminal investigations in conjunction with traditional investigative techniques. Information obtained from these channels has proven to be useful, resulting in arrests and prosecution of suspects, and has provided information that helped in responding to critical mass events. To more effectively utilize this information, the Department seeks an automated tool to collect, aggregate and analyze location-based, open and multiple-source social media activities. The use of this information can assist real-time information to support decision-making processes, complement investigations, and identify early warning indicators of acts of violence, perceived threats and critical masses.

17. Strategic Fit

This application allgns with Department's goal of implementing new technology in providing the highest quality police service. Through automated collection and analytic tools for social media, analysts and investigators can formulate sound intelligence, and effectively and safely use Department resources to respond to threats and acts of violence.

18. Potential Options/Alternatives

Currently, these types of data collection process are performed manually and are focused specifically on predetermined topics or cases. Thus, the Department is lacking the capability to receive alerts from potential threat indicators. Although there are personnel trained to work with these types of information, the Department does not have the capability of conducting proactive and preventative measures to detect potential threats.

Analysts and investigators currently use free and basic tools similar to Geofeedia. However, these tools do not permit data collection, aggregation, downloading for analysis, or alerts. Additionally, limited access to the type of social media platforms and postings that are available only allow basic analysis of social media activities.

19. Labor Implications (potential meet and confer issues)

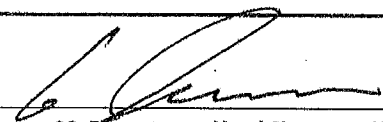
None

20. Possible Funding Sources (including potential grant funding)

\$25,000 has been allocated in the Department's FY16 Operating Budget for the initial purchase of this technology. Annual renewal costs will be included in the Department's Operating Budget.

Al Guaderrama, Assistant Chief of Police

21. Department Head (printed)

 8/24/15
22. Department Head Signature / Date

Daly, Brendan

From: Brister, George [GBrister@sandiego.gov]
Sent: Tuesday, September 15, 2015 10:16 AM
To: Daly, Brendan
Cc: Villaver, Peter; Betry, Jody
Subject: Geofeedia Business Case has been Approved

Good morning Brendan,

The ITBLG Subcommittee approved the Geofeedia business case. I will get you the signed approval within a few days, but you are good to proceed with the procurement process.

George...

*George Brister
Manager, Governance & Strategic Planning
City of San Diego
Department of Information Technology
1010 2nd Avenue, Suite 500, MS 658B
San Diego, CA 92101-4998
619.533.4811*

*-Value customers and employees as partners-
City of San Diego Strategic Plan - Values*

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